

Minolta AUTOCORD



Professional calibre cameras

Versatility has given the twin-lens reflex a special place in the professional photographer's collection of cameras. Here is one camera capable of handling almost every photographic situation. Large negative format plus ground-glass composition renders it particularly useful for portraiture and studio work, while compactness, light-weight, and quick operation adapts it perfectly to location work, "candid" photography; even news photography.

In past years, many professional photographers have chosen Minolta Autocords. Several reasons stand out: 1) Minolta's Rokkor Lenses, renowned for superb resolution and color definition. 2) Unique features like Minolta's exclusive top-to-bottom film loading system, in which the film passes no corners until after it has been exposed. This eliminates the possibility of "film-curl," an occasional hazard in other twin lens cameras. 3) Helicoid lever focusing with either hand. 4) Durability. 5) Reasonable prices.

Recently, two significant features have been added, arousing a good deal of interest among photographers. One has been the inclusion of a CdS meter as sensitive and accurate as conventional hand-held meters (Autocord CdS and Autocord CdS III). The other has been the development of models capable of accepting both 12-exposure 120 film and professional 24-exposure 220 film (Autocord III and Autocord CdS III).

As professional instruments, Autocords are not "aim-and-shoot" cameras; a certain amount of photographic knowledge is required for best results. But, since their prices fall well within the means of the average amateur, Minolta Autocords have been made as simple and convenient to use as possible. Such features as automatic double exposure prevention, EV settings, and helicoid focusing will enable even the beginner to master an Autocord within hours.

AUTOCORD STANDARD

AUTOCORD CdS

AUTOCORD III

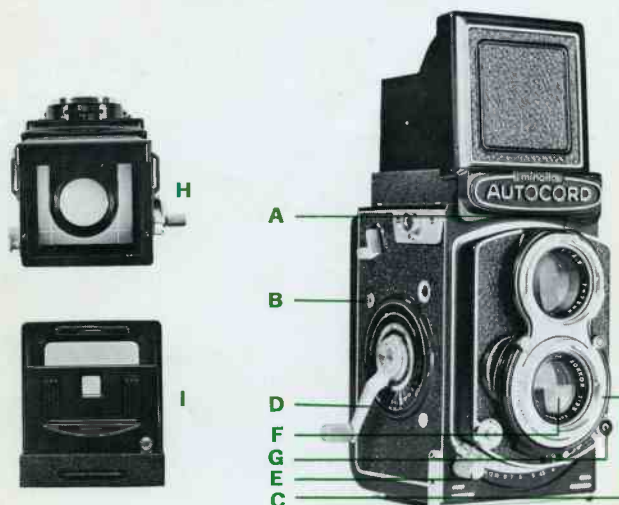
AUTOCORD CdS III



AUTOCORD STANDARD

The classic twin-lens reflex.

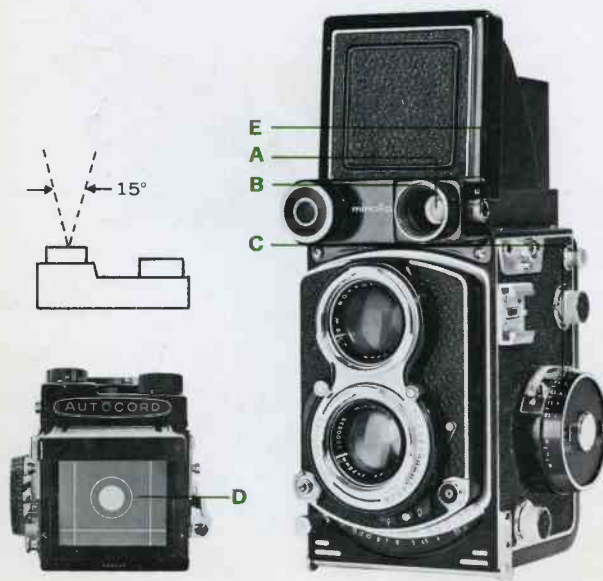
- A. Aperture and shutter-speed window reads horizontally, allows the photographer to change settings without moving from his "shooting" position.
- B. Special effects photography occasionally requires intentional double exposures. The *double exposure button* permits it.
- C. Once the *EV system* is set, shutter or aperture may be changed at will without disturbing exposure. Ranges: B, 1 to 1/500 and self-timer; F3.5 to F22.
- D. One revolution of this *film advance lever* winds the film one exposure, cocks the shutter, and prevents unintentional double exposures. Top-to-bottom film winding prevents from film curl.
- E. A special feature of Autocords is the *helicoid focusing lever*. Photographers can focus and snap with one hand, leaving the other hand free to hold a "bounce" flash, for example.
- F. Minolta's 75mm / F3.5 Rokkor lens ranks with the world's great photographic optics.
- G. This *synchro-terminal* accepts every kind of conventional flash equipment. M and X synchronization at all shutter speeds.
- H. The *ground glass viewfinder* is particularly bright, due to its Fresnel lens construction. *Snap-up magnifier* aids critical focusing.
- I. *Eye-level sports-finder*.



AUTOCORD CdS

With ultra-sensitive Cadmium Sulfide (CdS) meter.

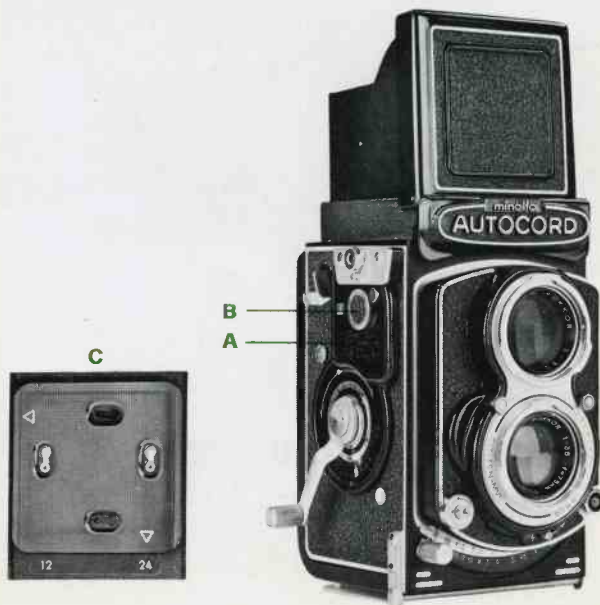
- A. Incorporating every feature of the Autocord Standard, the Autocord CdS also adds a wide-range CdS meter so sensitive and accurate that it can duplicate every function of the most advanced hand-held reflected light meters. Exact exposure values may be read from dim candlelight to sunlit snow, and the ASA scale may be set from ASA 6 to 25,000 (DIN 9 to 45). This scale not only accommodates every known film, but also anticipates films and development techniques.
- B. The *light-receiving window* has three settings: LOW, for dim light, HIGH, for brilliant light, and OFF.
- C. Easily readable from the normal shooting position, the *meter indicator* is calibrated in simple EV numbers. This permits instant setting of both aperture and shutter, eliminating the need for intricate calculations.
- D. Inside the Autocord CdS viewing screen, a marked-off circle indicates the exact area being measured by the meter window. This area corresponds to a meter viewing coverage of only fifteen degrees. So precise is this coverage arc that it enables photographers to assign optimum exposure values to any subject they wish to emphasize.
- E. A *battery checker* is built-in.



AUTOCORD III

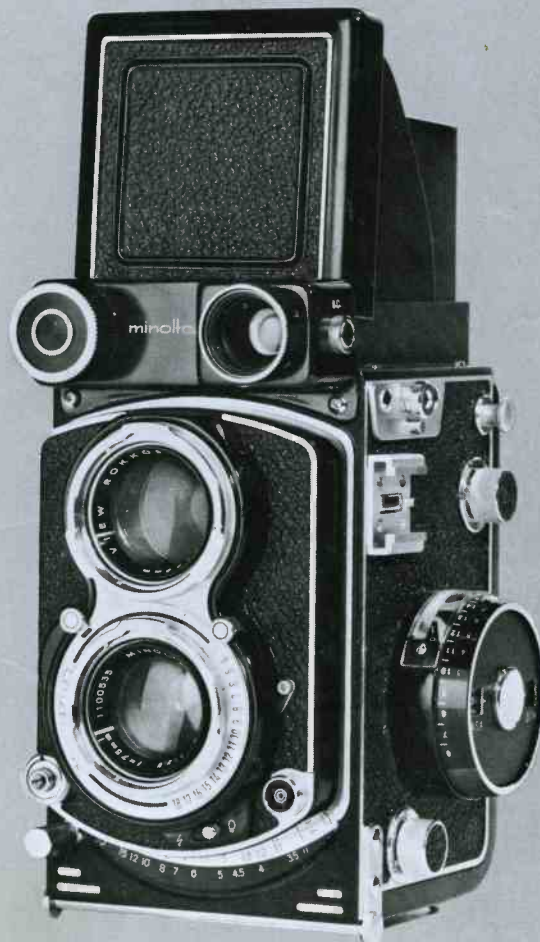
Designed to accept both 120 & 220 film.

- A. Photographers using twin-lens reflex cameras for action photography have long demanded a film with a greater number of exposures than conventional 12-exposure 120 film. Such a film is now available — 24-exposure 220 film. The Minolta Autocord III can accommodate both 120 and 220 film interchangeably, without resorting to special attachments. The secret is two-fold: 1) Minolta's exclusive universal *pressure plate* (Pat. Pend.) which may be positioned to exert the different pressures required for each film. 2) An *adjustable film-counter* which may be set to release the film, after either 12 or 24 exposures. In other respects, the Autocord III is identical with the Autocord Standard.
- B. For 12-exposure 120 film, the *film-selector dial* is set at "12." When 12 exposures have been made, the film-counter disengages the automatic winding stop and permits the photographer to finish winding the film. For 24-exposure 220 film, the dial is set at "24," and the automatic winding-stop mechanism continues to function until after the 24th exposure.
- C. It takes approximately five seconds to reposition Minolta's exclusive pressure plate for either 12 or 24-exposure film.



AUTOCORD CdS III

Incorporating every feature of the Autocord Standard, Autocord CdS, and Autocord III.



The Complete Twin-Lens Reflex.

ACCESSORIES

Minolta Panorama Head. When installed between a tripod platform and a Minolta Autocord, this ingenious device facilitates dramatic panorama montages. It rotates a full circle in twelve equal segments, thus synchronizing the picture-edges of twelve successive exposures.



Minolta Autopole, an adjustable polarizing filter. With a variety of functions, this filter set is most useful for minimizing glare and reflections from glass, water or other non-metallic surfaces. It greatly eases photographing through windows, to give but one example.

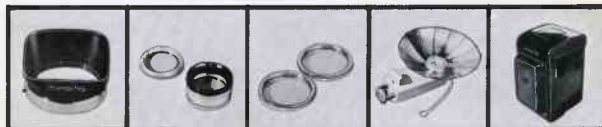
Without Autopole.

With Autopole.



Minolta Paradjuster. In close-up photography, a twin-lens reflex camera's viewing screen may show a slightly different image than is actually being "seen" by the taking lens. This is caused by "parallax." Minolta Paradjuster completely eliminates parallax.

Others. A wide range of lens-shade, filters, close-up lenses, flash-guns, eveready cases, is available in most photographic stores.



A WORD ABOUT MINOLTA ROKKOR LENSES

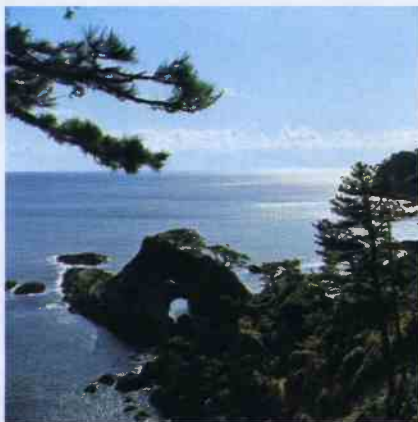
Minolta Autocords are the only twin-lens reflex cameras equipped with Rokkor lenses.

When American astronaut John Glenn circled the earth, he recorded what he saw with a Rokkor lens. By every test of image resolution and color definition, the Rokkor has come to rank with the world's great photographic optics.

Rokkor lenses are made only by Minolta. Every step of production, from sand to optical glass to final polish, is carried out in Minolta workrooms, by Minolta craftsmen. No other hands ever touch a Rokkor lens.

Only in this way can Minolta satisfy its standards for less precision — the highest standards in the photographic industry today.

If your standards as a photographer are high, try the Rokkor lens. In a Minolta Autocord camera.



This picture was taken with a Minolta Autocord.



MINOLTA MEANS BETTER PICTURES

Minolta
MINOLTA CAMERA CO., LTD.